



Refocusing the Easterseals Brand for Greater  
Recognition, Relevance, Revenue and Reach

# Communications Toolkit

August 2018

# About This Toolkit

Helps Easterseals tell its story in a clear, compelling and consistent way by:

- Reinforcing the strategic lens that guides all communications
- Offering guidance on how to frame audience-specific messages
- Providing ready-to-use content that reinforces our brand
- Showcasing ways to bring messaging to life across objectives, channels and audiences

1

Strategic Lens

2

Principles of Effective Messaging

3

High-Level Messaging

4

Ready-to-Use Content

5

Messaging in Action

Note: This is a living document that will be continuously updated. If you have any questions or feedback, please contact **Dan Ciaglia** at [dciaaglia@easterseals.org](mailto:dciaaglia@easterseals.org).

# Strategic Lens

# Harness Our Research Insights

## ENVIRONMENT

The opportunity

Meet people where they are — through stories and services — in **a purposeful, personal and adaptive way**



## AUDIENCES

The motivators

Irrespective of individual needs, all audiences **want clarity, community and confidence**

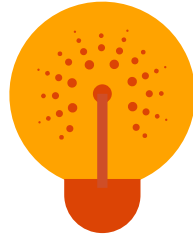


## ORGANIZATION

The strengths

For our neighbors with physical, emotional or social issues and their loved ones, **we go “the extra mile” to ensure they have the rights and resources necessary to realize their full potential**

## Reinforce Our Purpose



To change the way the world  
defines and views disability by  
**making profound, positive  
differences in people's  
lives every day.**

# Reflect Our Behaviors

We see the whole you

We are driven to achieve



We pave the way

We're stronger, together

# Raise Our Voice



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## **Determined**

We lead with confidence.

## **Fearless**

We engage in real life.

## **Personal**

We are caring, responsive and passionate about our work and the people we serve.

## **Local**

We are loyal to home.

## **Honest**

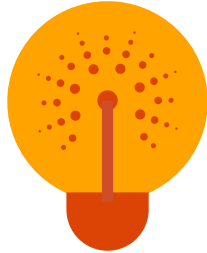
We talk straight.

## **Inspired**

We are committed to work that changes lives — and changes the world.

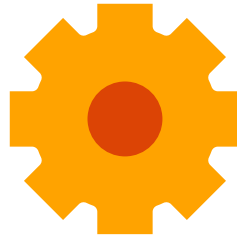
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# Apply Our Strategic Lens



## PURPOSE

Our reason for being



## BEHAVIORS

Our actions



## PERSONALITY

Our voice

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**Making profound,  
positive differences  
in people's lives  
every day**

**We see the whole you  
We're driven to achieve  
We pave the way  
We're stronger together**

**Determined  
Fearless  
Personal  
Local  
Honest  
Inspired**



# 2

## Principles of Effective Messaging

# Define the Messaging Structure

## Key messages

- Simple, action-oriented messages directed at audience segments

## Supporting messages

- Messages that add depth or support specific proof points

## Proof points

- Reasons to believe or evidence that what we say is true

# Write in Plain Language

## Be clear and concise

- Stick to one or two main messages and use plain language, active sentences and short paragraphs

## Use familiar words

- Replace jargon, ambiguous terms or clichés with words everyone can understand

## Include concrete examples

- Demonstrate our impact in tangible terms

## Eliminate redundancies

- Group similar topics to avoid repetition

# Tailor by Audience

## Personalize the experience

- Reflect what we know about our target audiences

## Convey the value proposition

- Communicate how Easterseals addresses their distinct needs



# 3

## High-Level Messaging

## Our Tagline Invites Audiences In

# All abilities. Limitless possibilities.

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- Uses a positive, resonant frame
  - Encompasses the audiences we serve
  - Balances specificity with inclusivity
- Focuses on opportunities versus obstacles
  - Elevates how we see and support unlimited potential within people and communities
  - Highlights our commitment to advocacy and access

# Our Messaging Adds Specificity and Relevancy

## Translates the brand strategy

into clear messages

## Captures key motivators

that compel audiences to act

## Addresses the barriers

that hold them back

## Serves as a strategic guide

for communications development



Staff, Board Members  
and Volunteers



Program Participants,  
Their Families, Friends  
and Others Impacted



Foundations and  
Corporate Partners



Individual Donors



Policymakers, Advocates  
and Media Influencers



## Staff, Board Members and Volunteers

# Profile

## Staff, Board Members and Volunteers



### Who They Are

- Executive leadership and staff who guide, operate and support Easterseals in headquarters and its 72 affiliates around the country
- Board members who serve as governing or fundraising counsel at the national and affiliate levels
- Volunteers who commit their time and talent

### Our Goals

Empower and inspire them to:

- Elevate Easterseals' reputation and relevance in personal and professional contexts
- Create a shared purpose and strengthen collaboration across affiliates
- Cultivate donors and build partnerships at the local and national levels
- Exemplify the best of Easterseals and inspire peers to do the same
- Leverage the 100th anniversary to energize staff, engage our base and elevate our cause

### What Motivates Them

Want to ...

- Tell Easterseals' story in a way that respects and reflects local nuances
- Innovate and adapt to address changing needs and contexts
- Contribute to and be associated with an effective organization that creates meaningful change
- Expand reach and impact within communities around the country

### What Holds Them Back

- Federated structure and processes can make it harder to be nimble
- Without the right tools, balancing national priorities and local realities can be challenging
- Lack time and financial resources necessary to strengthen collaboration





# Messages

## Staff, Board Members and Volunteers

<ul style="list-style-type: none"><li>On the ground and across the country, Easterseals is connecting people of all ages and abilities to the resources they need to live, learn, work and play in their communities</li></ul>	Key message
<ul style="list-style-type: none"><li>Together with families and communities, we're expanding possibilities for children and adults with disabilities, including veterans and seniors<ul style="list-style-type: none"><li>As we celebrate 100 years of impact, we're working toward a future where every one of us is 100% included and 100% empowered</li><li>Every day, we go the extra mile to ensure that every child and adult – regardless of age, need or ability – has the resources they need to reach their full potential<ul style="list-style-type: none"><li>Through awareness-building, we are challenging the way the world views disabilities to foster more inclusive communities</li><li>Through advocacy, we're clearing pathways and opening opportunities for all</li><li>By creating environments in schools, workplaces and communities where everyone is included and valued, we're positively impacting us all</li></ul></li></ul></li><li>Together, our 72 affiliates around the country meet families and communities where they are, and provide resources to take them where they want to go<ul style="list-style-type: none"><li>Serving over 1.4 million children and adults with disabilities and diverse needs, we're investing in and innovating new ways to deliver best-in-class services and care</li><li>From early intervention and autism services to veteran transitions and senior care, we're ensuring that every one of us can lead full and meaningful lives</li></ul></li><li>Through your leadership and support, we're moving conversations, companies and communities forward<ul style="list-style-type: none"><li>We see and support the whole person, shed new light on the value of inclusion and inspire others to join in</li><li>By collaborating across sectors, we're scaling solutions in schools, companies and communities nationwide</li></ul></li></ul>	Supporting messages
<ul style="list-style-type: none"><li>Bring the Easterseals impact story to life</li><li>Share ideas and innovations within and across communities</li></ul>	Calls to action



Program Participants,  
Their Families, Friends  
and Others Impacted

# Profile



## Program Participants, Their Families, Friends and Others Impacted

### Who They Are

- Individuals who receive support and services through one of our 72 affiliates
- Families and caregivers who rely on us for resources
- Friends, colleagues and peers of the people we serve

### What Motivates Them

They want ...

- High-quality support, services and care that fit and enhance their lives
- Equal resources, rights and respect — and a clear path to opportunity and success
- To be understood, included, valued and empowered
- To realize their individual potential — and the potential of their families and communities

### Our Goals

- Empower them with the resources they need to reach their full potential
- Engage them in awareness-building and advocacy efforts
- Encourage them to share personal success stories with others, and with us

### What Holds Them Back

- Unaware of or unclear about what Easterseals offers, and how they can benefit
- Being held up as an “inspiration”
- Being seen and/or treated as an “other”
- Being misunderstood or underestimated



# Messages

## Program Participants, Their Families, Friends and Others Impacted

- Easterseals connects children and adults with disabilities, including veterans and seniors, to the resources they need to live, learn, work and play in their communities
- Together with families and communities, we're expanding possibilities for people of all ages and abilities — including children, veterans and seniors
  - As we celebrate 100 years of impact, we're creating a future where every one of us is 100% included and 100% empowered
  - Every day, we go the extra mile to ensure that every child and adult — regardless of age, need or ability — has the resources necessary to reach their full potential
    - Through awareness-building, we are challenging the way the world views disabilities to foster more inclusive communities
    - Through advocacy, we're clearing pathways and opening opportunities for all
- On the ground and around the country, our 72 affiliates meet families where they are, and provide resources to take them where they want to go
  - Serving over 1.4 million children and adults with disabilities and diverse needs, we deliver best-in-class care, services and support that fit and enhance people's lives and health
    - We're innovating ways to support people at home, in school, at work and in their communities, from childhood and throughout life
    - From early intervention and autism services to veteran transitions and senior care, we're ensuring every one of us can lead full and meaningful lives
  - We see the whole person, support the entire family and spark meaningful change within communities
  - By sharing resources and showing results, we're creating environments where everyone is respected, included and valued
- With Easterseals, access all of the resources you need and opportunities you deserve
- Learn more about how Easterseals can support you and your family every day and throughout life
- Share your success story with families, friends — and with us
- Take action in, with and for your communities

Key message

Supporting messages

Calls to action



## Foundations and Corporate Partners

# Profile

## Foundations and Corporate Partners



### Who They Are

- Foundations
- Government program managers
- Company leaders and corporate social responsibility (CSR) managers who want to advance their mission, elevate their brand and engage employees
- National and community-based organizations in the disability inclusion space

### Our Goals

- Secure funding, including unrestricted giving
- Partner on program innovation and implementation
- Access new consumers/constituents
- Explore sponsorship opportunities
- Demonstrate the value of inclusion in companies and communities

### What Motivates Them

Want to partner with and/or support organizations that:

- Are transparent, efficient and effective
- Fill service gaps in the community and country
- Prove impact and show scalability
- Unite diverse people, perspectives and partners around a shared purpose
- Reinforce their mission and elevate their brand
- Engage and inspire their base (e.g., employees, constituents/consumers, etc.)

### What Holds Them Back

- Low brand awareness
- Lack of clarity around what Easterseals stands for, and how and why they should engage
- Confusion about how diverse offerings connect
- Legacy associations and federated structure make it harder to be viewed as innovative, cool or nimble



# Messages

## Foundations and Corporate Partners

<ul style="list-style-type: none"><li>• Easterseals engages and empowers people with diverse perspectives and needs — especially those affected by disabilities — with the resources they need to lead full and meaningful lives</li></ul>	Key message
<ul style="list-style-type: none"><li>• We're proving that we're stronger together<ul style="list-style-type: none"><li>— As organizations recognize the power of uniting diverse people and perspectives to solve challenges and innovate, Easterseals is paving the way</li><li>— We know that fostering environments where everyone is included and valued isn't just good business — it positively impacts us all</li><li>— That's why, for nearly 100 years, Easterseals has worked together with families, companies and communities to expand opportunities for children and adults with disabilities, including veterans and seniors</li><li>— Together with our partners, we go the extra mile to ensure that everyone — regardless of age, need or ability — has the resources necessary to reach their full potential</li></ul></li><li>• Through an on-the-ground presence and loyal partners, our 72 affiliates are making truly inclusive schools, companies and communities a reality across the nation<ul style="list-style-type: none"><li>— As an indispensable resource to over 1.4 million children and adults with disabilities, including veterans and seniors, we're investing in and innovating new ways to deliver best-in-class care and services</li><li>— From early intervention and autism services to veteran transitions and senior care, we're helping people of all ages and abilities live, learn, work and play in their communities — every day and throughout their lives</li></ul></li><li>• With partners like you, we can move conversations, companies and communities forward<ul style="list-style-type: none"><li>— As we celebrate 100 years of impact, we're creating a future where every one of us is 100% included and 100% empowered</li><li>— Through awareness-building, we are challenging the way the world views disabilities to foster more inclusive communities</li><li>— Through advocacy, we're clearing pathways and opening opportunities for all</li><li>— By sharing resources and showing results, together we're shaping and scaling solutions</li></ul></li></ul>	Supporting messages
<ul style="list-style-type: none"><li>• Join us as we expand possibilities for people of all ages and abilities</li><li>• Advance your organization's mission and accelerate your impact with Easterseals</li></ul>	Calls to action



## Individual Donors



# Profile

## Individual Donors



### Who They Are

- High-net-worth (HNW) donors who support Easterseals at the local and national levels
- Mass-market donors, including:
  - **Current donors:** skew older, with the majority being 75+; higher interest in healthcare and veterans services; give to many organizations
  - **Prospective donor targets:** younger; have kids; better educated; have a family member or friend with a disability; prioritize education and services for children; majority already give to children/education or disability nonprofits; top giving channels include check-out, shop the cause, peer-to-peer, online
  - **Event and affiliate supporters:** includes individuals and families who benefit directly from our services; stronger loyalty to Easterseals; prioritize disabilities over other issues; interested in engaging in multiple ways (e.g., donating, volunteering, using services, attending events)

### What Motivates Them

Want to ...

- Contribute to an efficient, effective organization that makes a real difference in their families and communities
- Support an urgent, relevant cause and audience in need (e.g., children for prospects; veterans for current)
- Feel part of something meaningful and bigger than themselves
- See how their support translates to personal, local and scalable impact

### Our Goals

- Inspire them to support Easterseals, locally and nationally
- Demonstrate what their support makes possible at the personal, local and national levels
- Engage them meaningfully and consistently
- Empower them to champion our brand

### What Holds Them Back

- Low brand awareness
- Lack of clarity and urgency around how/why they should engage
- Confusion about how diverse offerings connect
- Legacy associations make it harder to be viewed as innovative, cool or nimble

# Messages

## Individual Donors



- Easterseals connects children and adults with disabilities, including veterans and seniors, with the resources necessary to live, learn, work and play in our communities

Key message

- Working together with families and communities, Easterseals goes the extra mile to ensure that our loved ones and neighbors in need — especially those affected by disabilities — can lead full and meaningful lives
  - For 100 years, we've served as a comprehensive resource to fill unmet needs within families and communities
  - Through an on-the-ground presence and exceptional programs, our 72 affiliates meet families where they are, and provide resources to take them where they want to go
  - From early intervention and autism services to veteran transitions and senior care, we help people of all ages and abilities — including children, veterans and seniors — realize their full potential every day and throughout their lives
    - Through our early intervention and inclusive education, young children with special needs, and their parents, have a clear path to success from the start
    - We support veterans and military families so they can transition comfortably and confidently at home, at work and in the community
  - Serving over 1.4 million children and adults with disabilities and diverse needs, we deliver best-in-class services and care that improve the lives and health of individuals, families and communities
- As we celebrate 100 years of impact made possible by our supporters, we're creating a future where every one of us is 100% included and 100% empowered
  - Through awareness-building, we are challenging the way the world views disabilities to foster more inclusive communities
  - Through advocacy, we're clearing pathways and opening opportunities for all
  - Together with our partners, we're creating environments where everyone is respected, included and valued

Supporting messages

- Expand possibilities for people of all ages and abilities — including children, veterans and seniors
  - Support Easterseals' impact in your community
  - Volunteer with your local affiliate
  - Participate in an event near you
  - Take action with and for your families, neighbors and communities

Calls to action



## Policymakers, Advocates and Media Influencers

# Profile

## Policymakers, Advocates and Media Influencers



### Who They Are

- Policymakers at the federal, state and local levels
- Community and national political, business and thought leaders
- Media influencers and pop culture icons

### What Motivates Them

Want to ...

- Enhance their credibility and capabilities
- Elevate their issue and expand their impact
- Collaborate with organizations that can drive understanding, action and real change
- Unite around a shared purpose while advancing their own agenda

### Our Goals

- Engage them in awareness-building efforts
- Empower and inspire them to serve as a public voice and platform for our audiences and issues
- Collaborate in passing legislation that supports programs, participants and funding

### What Holds Them Back

- Low brand awareness
- Legacy associations make it harder to be viewed as innovative, cool or nimble
- Confusion about how Easterseals' diverse expertise and offerings connect



# Messages

## Policymakers, Advocates and Media Influencers

- Easterseals empowers children and adults with disabilities, including veterans and seniors, with the resources they need to live, learn, work and play in their communities
- Working with our partners, families and communities, we're expanding possibilities for people of all ages and abilities — including children, adults and seniors
  - As we celebrate 100 years of impact, we're creating a future where every one of us is 100% included and 100% empowered
  - We go the extra mile to ensure that everyone — regardless of age, need or ability — has the resources necessary to reach their full potential
  - As an indispensable resource to over 1.4 million children and adults with disabilities and diverse needs, we're investing in and innovating new ways to deliver best-in-class care and services
  - From early intervention and autism services to veteran transitions and senior care, we help children and adults with disabilities live fully, every day and throughout their lives
- By uniting diverse people, programs and partners in communities around the nation, we're proving that we're stronger together
  - Through awareness-building, we challenge the way the world views disabilities to foster more inclusive communities
  - Through advocacy, we clear pathways and open opportunities for all
  - Together with our partners, we foster environments where everyone is respected, included and valued
  - Combining on-the-ground presence, deep expertise and diverse programs, our 72 affiliates are making truly inclusive schools, companies and communities a reality across the nation

Key message

Supporting messages

- Partner with Easterseals to elevate your issue and cause
- Apply our expertise to advance your agenda and accelerate your impact
- Be a powerful voice and agent of change for those who need us most

Calls to action

# Sample Proof Points

# Sample Proof Points

## Live

- Comprehensive care and services that help children and adults with diverse needs and disabilities live fully and independently, e.g.:
  - Autism spectrum disorder services and support
  - Occupational, physical and recreational therapy
  - Mental health services and support
  - Adult day-care centers
  - In-home care
- Success stories of clients and families

## Work

- Workplace inclusion programs and collaborations, including case studies with standout organizations
- Training, placement and related services that help people prepare for and succeed at work
- Compelling statistics on the ROI of workplace inclusion efforts (e.g., retention, productivity, profitability)

## Learn

- Early intervention services
- Inclusive education
- Child development centers
- Resources (e.g., checklists, toolkits) for families and caregivers
- Success stories of children realizing their full potential

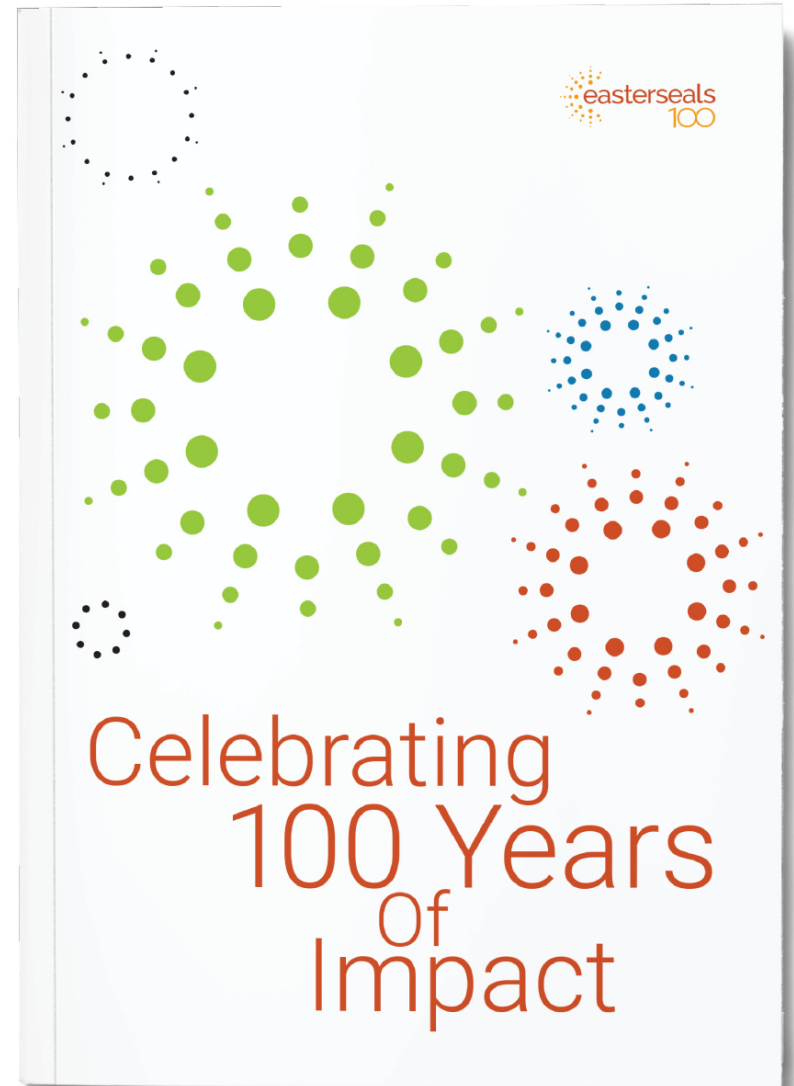
## Play

- Recreation and camping services for children and adults with disabilities (e.g., residential and day camps; barrier-free, accessible facilities and activities)
- Respite services for caregivers (e.g., adult day care, inclusive childcare)

## Act

- Examples of advocacy and accessibility efforts and accomplishments at the affiliate level
- Legislative landmarks (e.g., the ABLE Act, Workforce Innovation and Opportunity Act)

# Preliminary 100th Anniversary Themes





# 100th Anniversary Themes

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As Easterseals celebrates 100 years of impact, we're committing to a future where every one of us is 100% included and 100% empowered

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## 100% Included

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- **Working with communities**, we're creating a future of **limitless possibilities** for children and adults with disabilities, including veterans and seniors
- We foster environments where **every one of us** is respected, included and valued **in all aspects of life**
- By **uniting diverse people, programs and partners** around a shared purpose, we're proving that we're **stronger together**

## 100% Empowered

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- We **go the extra mile** to ensure that **every one of us** — regardless of age, need or ability — has the resources necessary to reach **our full potential**
- For **100 years**, we've served as a **comprehensive** resource to **fill unmet needs within families and communities**
- We see the **whole** person, support the **entire** family and spark real change **together with our communities**

# 4

## Ready-to-Use Content

## Boilerplate

For 100 years, Easterseals has served as an indispensable resource committed to expanding possibilities for children and adults with disabilities, including veterans and seniors.

With an on-the-ground presence and through exceptional programs, our 72 affiliates support over 1.4 million children and adults, so they can live fully and confidently every day and throughout life. In schools, workplaces and communities, we're fostering environments where everyone is included and valued — with a real and positive impact on us all.

Together with our partners, we're ensuring that every one of us has the resources necessary to live, learn, work and play in communities around the country.

## Elevator Speech

Easterseals empowers children and adults with disabilities, including veterans and seniors, with the resources necessary to live, learn, work and play in their communities.

From early intervention and autism services to veteran transitions and senior care, our 72 affiliates serve over 1.4 million children and adults, so they can live fully and confidently, every day and throughout their lives.

Working together with our families, partners and communities, we're expanding possibilities for people of all ages and abilities.

## Affiliate Blurb (Optional)

As Easterseals celebrates 100 years of impact, we're working toward a future where every one of us, regardless of age or ability, can access the resources necessary to lead a full and meaningful life. Since [affiliate's founding date], [Easterseals affiliate] has proudly served [(children and adults with disabilities, including veterans and seniors) OR (affiliate's primary clients/audiences)], so they can live, learn, work and play in our community. Together with our 71 Easterseals affiliates, we look forward to 100 more years of positive change, here in [affiliate location] and in communities around the country.

We'll continue to go the extra mile until every one of us is 100% included and 100% empowered. Join us.

# 5

## Messaging in Action



# Giving Appeal (donor email)

## Individual Donors

### **Before**

Subject: This spring, it's time to commit

Dear Yolanda,

When you think of spring, what comes to mind?  
Maybe the first warm, sunny day, or the feeling of  
renewal and the hope a new season brings?

At Easterseals, spring means bright beginnings and  
hopeful tomorrows as we recommit to making a  
lasting difference in people's lives at the times that  
matter most. Whether your family is facing  
disability for the first time, or exploring ways to  
best meet the changing needs of a loved one with  
disabilities throughout the lifespan, Easterseals is  
there to help every step of the way.

Give the gift of a hopeful tomorrow to people who  
need us and donate today.

### **After**

Subject: Commit to a future of possibilities

Dear Yolanda,

As we welcome spring, we're reminded of the new  
beginnings and opportunities you make possible  
for the people we serve, every day.

With your support, Easterseals connects neighbors  
and loved ones in need with the resources  
necessary to live, learn, work and play in their  
communities. At the start of the new season, we're  
recommitting to help every child and adult reach  
their full potential, every day and throughout life.

Together, we can expand possibilities for people of  
all ages and abilities — including children, veterans  
and seniors.

Give the gift of a better tomorrow to those who  
need us most, today.



# Giving Appeal (donor memo)

## Individual Donors

### **Before**

Urgent Memo: 2018 Easterseals Drive

Sample,

Thank you so much for your continued support of Easterseals. Please use the enclosed “expedited” donation slip so we can add your contribution to the 2018 budget. Your help is urgently needed, so please hurry!

Donna B.

### **After**

Amplifying our impact in 2018

Dear [name],

Thanks to your commitment, Easterseals serves as an indispensable resource to children and adults with disabilities, including veterans and seniors.

As we celebrate 100 years of impact, we’re committing to a future where every one of us is 100% included and 100% empowered. By contributing today, you’ll bring us one step closer to our goal.

We will continue to go the extra mile until everyone — regardless of age, need or ability — can live, learn, work and play in their communities. Join us.

Donna B.



# Social Media (#MyEastersealsMoment)

Program Participants, Their Families, Friends and Others Impacted

## Before

Hi [name],

We have a fun request for former and current Easterseals clients, parents, staff and volunteers. To gear up for the 100th anniversary of our organization, we're collecting stories, memories, photos and videos from our entire network through a campaign called #MyEastersealsMoment and we'd love for you to be a part of it!

To participate, simply share your favorite photo or memory about Easterseals on your personal social media channels via Facebook, Twitter or Instagram (remember, for Facebook, make your post public). Include the hashtag #MyEastersealsMoment and you're done! It's an easy way to join in the celebration of our work in supporting communities and families living with disability for 100 years.

If you have any questions, feel free to reach out. As always, we appreciate you as a part of the Easterseals family!

## After

Hi [name],

As Easterseals celebrates 100 years of impact, we're committing to a future where every one of us is 100% included and 100% empowered. To honor this milestone — and the families, staff and supporters who made it possible — we're collecting stories from our entire network. As a valued member of our community, we'd love for you to be part of #MyEastersealsMoment.

To participate, share your favorite memory about Easterseals on your personal Facebook, Twitter and Instagram feeds, and use the hashtag #MyEastersealsMoment. For Facebook, remember to make your post public.

Thank you again for all that you do with and for our communities. Now, let's show the world how we create limitless possibilities for children and adults with disabilities.





# Affiliate Communications (clinical brochure)

Program Participants, Their Families, Friends and Others Impacted

## **Before**

### You Found Us

Easterseals [affiliate] transforms uncertainty into possibility for children with developmental delays and disabilities. This is where your family will find answers, celebrate progress and feel empowered.

Every week, more than 1,000 children come through our doors. We know their names, we believe in their abilities and we help them achieve life-changing goals.

Our leading experts have experience that spans decades and diagnoses. Together, we'll help your child define their goals and reimagine their future.

## **After**

### Welcome to Easterseals [Affiliate]

At Easterseals [Affiliate], we create limitless possibilities for children with developmental delays and disabilities. Every day, we go the extra mile to ensure that every child and family has the resources necessary to live, learn, work and play in their communities.

More than 1,000 children come through our doors each week. We believe in their abilities, help them achieve their goals and celebrate their progress every step of the way.

With leading experts across specialties and diagnoses, Easterseals [Affiliate] is where families find clear answers and a community of support, so their children can realize their full potential.



# National Website (children's services page)

Program Participants, Their Families, Friends and Others Impacted

## **Before**

### **SERVICES FOR CHILDREN**

**Easterseals is working to create a world where:**

- Each child born with a disability is given the support necessary to participate fully in life and to have dreams and hopes, successes and achievements.
- Parents of a newly-diagnosed child with a disability are aware of the services and resources available to them and get unimpeded access to all necessary services.
- Children with disabilities are recognized by all as having vital contributions to make to our society.
- Communities value and support children with disabilities and their families.
- Access to appropriate child care is available for children with special needs.
- Families benefit from innovations and new technologies that help children with disabilities be as independent as possible.

## **After**

### **SERVICES FOR CHILDREN**

**Together with families and communities, Easterseals is creating a future where:**

- Every child — regardless of need or ability — has the services and support necessary to live, learn, work and play in their communities
- Parents of children with delays or disabilities know where to find clear answers and comprehensive resources, wherever they are on their journey
- Families benefit from the latest innovations in care and technology, so their children can live fully and independently
- Every one of us sees and supports the potential of children with disabilities — and the contributions they make in their homes, classrooms and communities



# Affiliate Website (veterans services page)

Program Participants, Their Families, Friends and Others Impacted

## **Before**

### **Military & Veterans Services**

Connecting New Hampshire's Service Members, Veterans and their families to solutions

### **The Easterseals Military & Veterans Services Creed:**

We pledge to serve those who serve our nation with honor, integrity, and rapid response. We will always put our mission first. We will never give up. We will never quit. We will do whatever it takes to meet the critical needs of Service Members, Veterans, and their Families. We respect and appreciate the pledge they have made to serve. Because of their commitment we pledge to uphold these values in our service to them.

### **Our Mission:**

Easterseals Military & Veterans Services, in partnership with Veterans Count, responds rapidly, efficiently and effectively to the unmet needs of Service Members, Veterans, and their Families to ensure that they can thrive in their communities.

## **After**

### **Military & Veterans Services**

Expanding Opportunities for New Hampshire's Military Families

### **Serving Those Who Serve Our Country**

At Easterseals, we recognize the personal sacrifices that military families make for our country every day. That's why we go the extra mile to meet the critical needs of service members and veterans — and the families who love them — when they return home.

In partnership with Veterans Count, we're working to ensure that every service member and veteran has the resources necessary to transition comfortably and confidently at home, at work and in their communities.

# Communications Checklist

## Reinforce Our Purpose

- ☐ Have we clarified our purpose (e.g., making profound, positive differences in people's lives every day)?

## Reframe Messaging for Impact

- ☐ Do we focus on opportunities, not just obstacles?
- ☐ Do we shift from what we offer to the impact we create with families and communities?
- ☐ Are we telling our impact story on a personal, local and national level?

## Reflect Our Voice

- ☐ Have we captured our distinct personality (e.g., determined, fearless, personal, local, honest, inspired)?
- ☐ Are we using the active voice?

## Strengthen Engagement

- ☐ Have we addressed audiences' distinct motivators and barriers?
- ☐ Are we using personal pronouns where appropriate?
- ☐ Are we inviting audiences in, and is it clear what we want them to do?
- ☐ Have we given them a compelling reason to act?



Thank you.